

INITIAL CREDIT RATING REPORT ELECTRA HOLDINGS



Ref. no.: FR/2023/029420

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SME Rating	WCRSE/WCRME	Outlook	Date of Declaration	Date of Expiration
	WCRSE 2	Stable	16 January 2023	15 January 2024

WCRSE 2 rating is equivalent to Bangladesh Bank SME rating scale of SME 2 under BRPD circular number BRPD(BIC)661/14B(P)/2014/2093

Financial Based on—Unaudited financial statements up to 31 December 2021, 2020.

Methodology: SME rating methodology published on the WCRCL website at www.wasocreditrating.com

RATING RATIONALE

WCRCL has assigned 'WCRSE 2' (pronounced as WASO Credit Rating Small Enterprise Two) rating under the SME Rating to **Electra Holdings** (hereinafter referred as "EH" or "The Enterprise") based on its financial and other relevant qualitative and quantitative information up-to the date of the rating issuance.

The above rating has been assigned based on the fundamentals of the enterprise which includes:

- Experienced and skilled management
- Secured with insurance coverage
- Satisfactory banking relationship
- Majority transection made by cash
- Good business network
- Strong group support

However, the above rating has been moderated to some extent due to some factors like:

- Tight liquidity position with long cash conversion cycle
- Moderate disclosure of financial statements
- High competition in market
- Lower profit margin

The SME rating implies that the enterprise is adjudged to high level of credit worthiness in relation to other small enterprises.

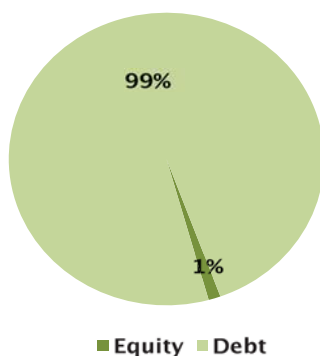
WCRCL also viewed the enterprise with "Stable" outlook and believes that EH will be able to maintain its good fundamentals in the foreseeable future

Key Snapshot:

BDT. in million

Particulars	2022
Revenue	118.18
EBIT	4.71
Net Profit	3.37
Total Assets	362.26
Total Equity	4.49
Total debt	357.76
Net Profit Margin (%)	2.85
Debt to Equity ratio (X)	0.79

Capital Structure
(BDT. in million)



Analysts:

Monira Islam
monira@wasocreditrating.com

Md. Al Amin Jewel
jewel@wasocreditrating.com